HP's focus on sustainability runs far and deep

CIO Magazine (US)

March 6, 2024 Wednesday 02:50 PM EST

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Length: 838 words

Body

With environmental, social and governance (ESG) regulations coming into force and reputations at stake, organisations are under mounting pressure to make credible progress towards sustainability goals. However, for IT leaders who play a critical role in helping their businesses move towards net-zero targets, it can be difficult to know where to begin.

Thankfully, leaders within the tech industry have set a solid example for others to follow. HP, for example, has recognised the importance of sustainability in today's world and has taken steps to reduce its environmental impact. In fact, the company has set itself the ambitious goal of becoming the world's most sustainable technology company, by taking urgent action to combat climate change, protect human rights and accelerate digital equity.

The company has already made significant strides towards this goal, from reducing waste and minimising its carbon emissions to lowering its water usage and promoting social responsibility. HP has also partnered with WWF to help restore, protect and improve the management of nearly 1 million acres of forest around the world by 2030.

We take a closer look at some of HP's environmental sustainability initiatives and explore how the company contributes to a greener future for everyone.

Reducing carbon footprint

HP aims to power 100% of its global operations with renewable energy by 2035 and has set itself a goal to reduce the energy consumption of its products by 30% by 2025. Ultimately, the company is on a mission to become net-zero greenhouse gas (GHG) emissions by 2040.

While these are lofty targets, the company is already making progress. HP saw a 9% reduction in its carbon footprint in 2021 compared to 2019, which it has achieved from increased energy efficiencies and by making eco-friendly changes to the products it sells. The company has also seen a 59% reduction in its GHG emissions and has achieved 75% circularity for HP products and packaging.

Reducing waste

E-waste is a growing problem; by 2023, annual e-waste production is on track to reach a staggering 75 million metric tons, according to Statista. HP has pledged to reach zero waste across its operations by 2025 and has implemented several measures to help it meet this target.

This includes a recycling system that recycles plastics collected from products that are repurposed into new ones, and the introduction of the HP Planet Partners program, which enables customers to return their used ink and toner cartridges to HP for recycling.

Additionally, the company has implemented sustainable design practices in its product development process and has designed its devices to be both repairable and recyclable to reduce e-waste. The company's flagship HP Elite Dragonfly laptop, for example, is among the world's most sustainable devices. HP has integrated ocean-bound

plastics into the machine's speaker enclosure and display bezel components, and ships the Elite Dragonfly using 100% sustainably sourced and recyclable packaging.

Reducing water footprint

Not only is HP taking steps to reduce its carbon footprint, but it's also moving to reduce its water footprint - an environmental indicator that measures the volume of freshwater used throughout the entire production chain of a consumer item or service. The company has set a goal to reduce its water consumption by 15% by 2025, a target that it aims to meet through the use of water-efficient technologies in its manufacturing facilities, such as cooling towers that use recycled rainwater. HP has already seen an 8% reduction in its water usage, having cut its footprint to 146.8m cubic metres in 2021.

Social responsibility

HP recognises that a diverse and inclusive ecosystem is key to achieving sustainability, which has seen the company take steps to promote social responsibility in addition to its in-house sustainability initiatives.

The company's HP Learning Initiative for Entrepreneurs (LIFE) programme, for example, is a free, skills-training program for entrepreneurs and business owners that helps those in underserved communities learn what they need to know to establish and grow a sustainable business. The company has also pledged to increase supplier diversity in order to make its supply-chain more sustainable and ensures all of its suppliers have gone through a social and environmental assessment.

HP's numerous sustainability initiatives reflect the company's commitment to creating a greener future in order to create a lasting, positive impact for the planet and its people. By adopting renewable energy sources, reducing waste, conserving water and promoting social responsibility, HP is setting an example for other technology companies to follow.

By following HP's lead in this space, IT decision-makers can better understand the importance of putting sustainability at the forefront of buying decisions - and learn that it's not always best to buy brand-new.

To find out more about how HP Managed Print Services provides certified carbon neutral printing click here.

Green IT

Load-Date: March 6, 2024

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